

## **DAY 1**

### **Key Facets and Structural Comparisons of SPs, JVs, and Consortia**

- Organizational, Functional, and Financial [OFF] Positions of those Involved
- Tangible [Quantitative] vs. Intangible [Qualitative] Product-Service Intellectual Property
- Legal Structures and Contractual Components
- Stand-Alone Projects vs. On-Going Processes
- Timelines and Schedules

## **DAY 2**

### **Resource Allocations: IP, Personnel, Capital, and Facilities**

- Product-Service Metrics
- Technological Complementarity
- Common and Diverse Platforms
- Common and Diverse Extensions
- Key Personnel Functions, Processes, and Deliveries
- Managerial Oversight
- Capital Access and Costs of Capital
- Facilities-Infrastructure: Development, Manufacturing, Distribution, Support

## **DAY 3**

### **Mapping Firms / Organizations and Sectors / Industries / Markets / Segments**

- Product-Service Range
- Product-Service Reach
- Product-Service Life Cycles and User-Adoptions
- Marketing-Advertising-Promotion Infrastructure and The Selling Process
- Growth-Share and Market Stage Parameters [Boston Consulting Group, Arthur Little matrices]

## **DAY 4**

### **Review, Analyze, Evaluate, and Advise on SPs, JVs, and Consortia**

- Deal Intent, Operational Logistics, and Strategic Objective
- Deal Structure, Organization, and Management

- Deal Terms, Schedule-Timing, and Benchmarking
- Capital Co-Investments: Debt vs. Equity
- Financial Remuneration: Royalties, Licensing, Revenue-Share, and Equity-Share
- Legal Issues & Intellectual Property

## **DAY 5**

### **Developing Potential SPs, JVs, Consortia for Your Firm / Organization**

- External Sector, Industry, Market, Segment Overviews
- Product-Service-IP Mapping
- Value-Chain Vertical and Horizontal Integration Stages
- Market Analysis and Ansoff Matrix
- Legal and Country-Region Domicile Overview
- SP vs. JV vs. Consortium Pros and Cons
- Synergies and Complimentary vs. Diversification
- Proposed Structure, Terms, Remuneration, Timing